

SIMCA

SIMCA 1301/1501



SIMCA 1301/1501

When You're Moving Up

There comes a time when every motorist driving an average family saloon says something like this to himself:

"My next car is going to be bigger and better — hang the expense."

That's all right for some. But what about the others?

This is where the Simca 1301's and 1501's come in. With quiet, tasteful luxury. No extraneous glitter. Just modern refined good looks and a practical approach to motoring.

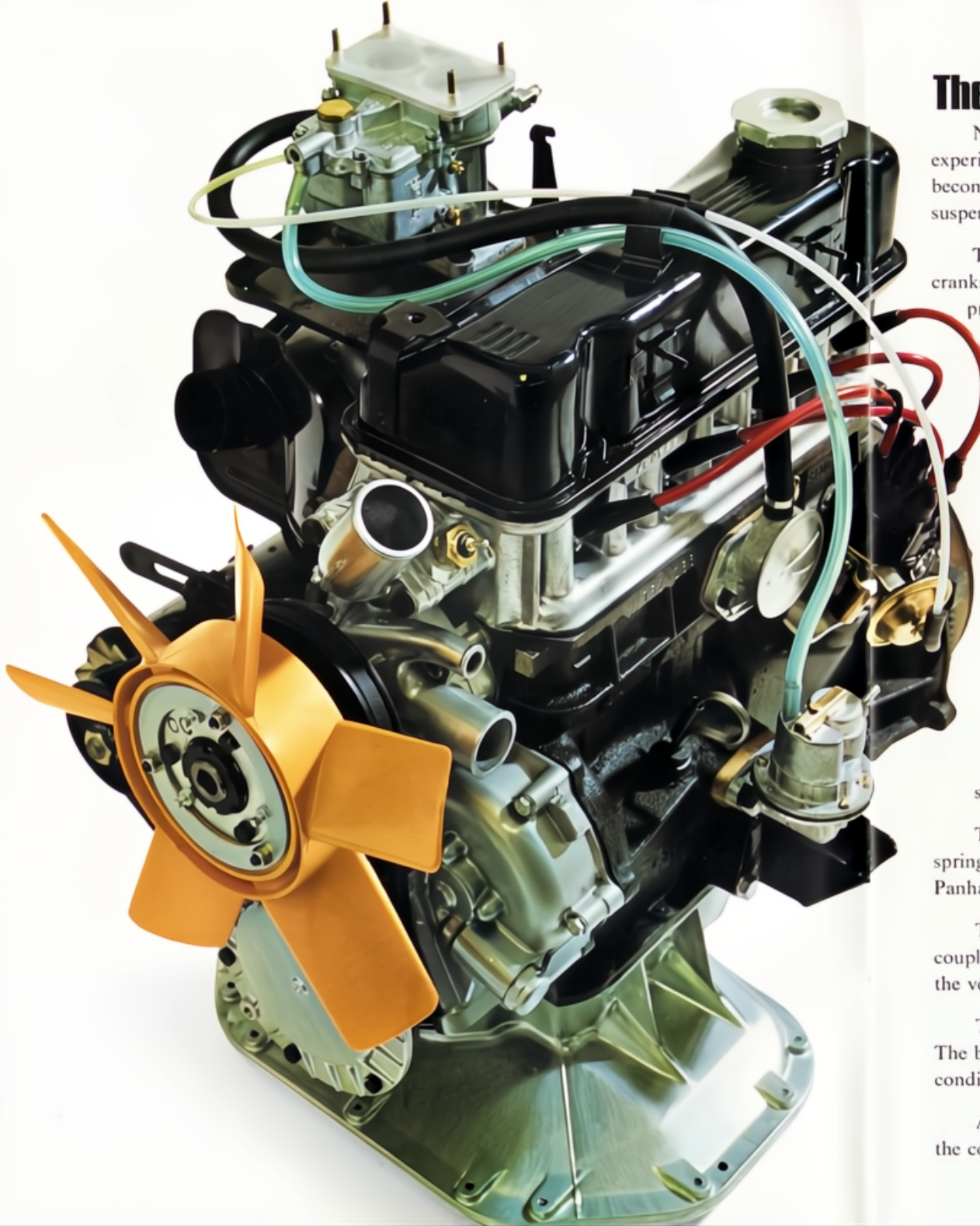
These Simcas are above average in everything except price, and way above the norm in comfort and performance. At prices that won't frighten your bank manager.

You have the choice of the 1301 saloon or estate, the 1501 saloon and the 1501 Special Estate. . . long, low lines, reclining front seats, front disc brakes, a powerful servo and radial tyres.

They all have a quality of finish usually found in cars costing up to twice as much. Their performance, roadholding and luxury appointments put them in a class of their own.

When you're moving up these are the cars to arrive in.





The Power to Get You there

No matter how handsome a car looks you'll learn to hate it if you start experiencing the results of lack of care in its design and manufacture. If the engine becomes unreliable. If you cannot select second gear easily. If the steering and suspension are erratic.

The engines on the Simca 1301 and 1501 range have five-main bearing crankshafts. This means that the phenomenal pressures created by the expansion of the petrol/air mixture on this vital part are spread over a greater area than on the conventional three-main bearing crankshaft. Naturally, this increases the life of the engine and makes the running smoother.

The engine is mounted at the front and drives the rear wheels via a split prop shaft and rear axle differential.

Power from the engine is transmitted through a single dry clutch disc, hydraulically-operated, and a four speed all-synchro-mesh gearbox. The synchromesh is manufactured under licence from Porsche. We prefer this type because it is very advanced, using a positive locking device compared with the usual system of phosphor bronze cones. This gives a smoother gearchange and longer gearbox life.

The independent front suspension uses unequal length parallel wishbones, coil springs and an anti-roll bar. The rigid rear axle has coil springs, radius arms and a Panhard rod. Telescopic double-acting shock absorbers are fitted front and rear.

The Gemmer cam and double roller steering gives light, responsive control which, coupled with the suspension system, ensures accurate and predictable control over the vehicle at all times.

The braking system uses front disc brakes and large 10" diameter rear drums. The brakes are assisted by a servo system which ensures constant braking under all conditions and is particularly suited to caravan or trailer towing.

An electro-magnetic thermostatically-controlled cooling fan keeps the engine at the correct temperature. It saves considerable power by operating only when required.





SIMCA 1301 GL-S Saloon

She's a beauty, wouldn't you say?

Exuding an air of comfort and luxury.

What could be more elegant for touring the country or taking the kids — and the neighbours' kids — to school.

It's a family car, that's why we made the seats with a tough vinyl covering (Ever tried wiping toffee off leather?)

It's also why we put in extra tough carpeting that a team of young footballers in boots would find hard to scuff.

The Simca 1301 GL-S is tough where it needs to be. And supremely comfortable where you want it to be. The deep, soft seats are fully reclining in front, designed to mould themselves to your shape and give firm support to your back and legs.

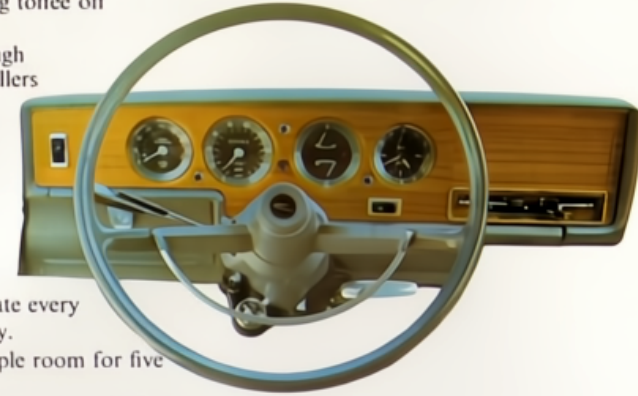
Something you'll appreciate every long, cramp-free journey.

There's more than ample room for five people.

There's a fuel consumption of well over 30 mpg.

There's a top speed of over 90 mph.

There's an impressive list of features to put the Simca 1301 GL-S in a class of its own. In luxury as well as economy.



Simca 1301 GL-S (four door saloon)
 1290cc engine
 Twin choke carburettor
 Electromagnetic cooling fan
 Four speed all synchromesh gearbox (Porsche licence)
 Front disc brakes
 Brake servo
 Radial tyres
 Front and rear door arm rests
 Overriders with rubber inserts
 Automatic boot light
 Front and rear ashtrays
 Three grab handles
 Reclining front seats
 Lockable glove box
 Front door courtesy light
 Bonnet, opening from inside
 Water temperature gauge
 Low fuel warning light
 Headlamp flashers
 Front seat belts
 Electric clock
 Rev counter
 Waist strip
 Heater/demister
 Carpets
 Steering lock
 Two speed wipers
 Electric washers
 Heated rear window
 Rear extractor vents
 Two sun visors (one with vanity mirror)



SIMCA 1501 GL-S Saloon

This is the car that says you've arrived — without screaming out the fact. It isn't a 170 mph, anti-social petrol-guzzling two-seater.

It's a car in immaculate good taste, extremely practical like all Simca models, and designed to get you from any A to B as the fancy takes you. Quickly, safely, in absolute comfort.



On the surface it is nearly identical to the 1301. Except it has a 1½ litre engine developing 74 BHP to eat up motorways — and give power to spare when dawdling or overtaking in town traffic. Servo brakes — discs at the front — let you handle the power with easy confidence.



Set into the sporty radiator grille are two quartz halogen auxiliary driving lights to cope with tricky visibility.

The interior mirror is the dipping anti-dazzle type (adjustable to all conditions).

The dashboard has a mounted cigarette lighter and there's a useful floor console for odds and ends.

Like the 1301, the 1501 has a capacious 15 cubic foot boot, rev counter, electric clock, through-flow ventilation, servo brakes and radial tyres.

And like the 1301 it will give you the kind of ride you'd expect to pay several hundred pounds more for.



Simca 1501 GL-S (four door saloon)
1475cc engine
Twin choke carburettor
Electromagnetic cooling fan
Four speed all synchromesh gearbox (Porsche licence)
Front disc brakes
Brake servo
Radial tyres
Two speed wipers
Electric washers
Heater/demister
Rear extractor vents
Heated rear window
Reclining front seats
Lockable glove box
Front door courtesy light
Three grab handles
Steering lock
Water temperature gauge
Electric clock
Rev counter
Low fuel warning light
Headlamp flashers
Cigar lighter
Carpets
Floor console
Three ashtrays
Automatic boot light
Quartz halogen auxiliary driving lights
Dipping anti dazzle mirror
Overrides with rubber inserts
Front seat belts
Bonnet opening from inside
Waist strip
Two sun visors (one with vanity mirror)
Front and rear door arm rests



SIMCA 1301 GL-S Estate

If you've read all through the brochure up to now, you'd be plumping for either the 1301 or 1501 Saloon, according to your needs. Each has similar and distinctive features.

But what if your requirements lead you towards even more space? For business, for extra luggage, for carrying bulky loads often.

Simca have the answer here, too. Take the 1301 Estate for instance. It offers all the comforts and features of the 1301 Saloon (apart from heated rear window and rear extractor vents). And it gives you all an estate car's advantages. A rear seat that folds flat to give 56 cubic feet of load space. A drop-down tailgate strong enough to take the weight of two adults and any extra long loads that crop up from time to time. The tailgate has a winding window. The load space has a rubber mat to keep blemishes away from the Estate's good looks.

An estate this sophisticated and elegant can't fail to attract admiring glances wherever it goes.

While you're on the page, take a look at the specifications. The 1301 GL-S Estate takes some beating.



*Simca 1301 GL-S Estate (four doors)
1290cc engine
Twin choke carburettor
Electromagnetic cooling fan
Four speed all synchromesh gearbox (Porsche licence)*

*Front disc brakes
Brake servo
Radial tyres
Two speed wipers
Electric washers
Heater/demister
Reclining front seats
Fold flat rear seat
Tail gate with winding window
Built in roof rack mounting points
Lockable glove box
Front door courtesy light
Rear interior light
Three grab handles
Steering lock
Water temperature gauge
Electric clock
Rev counter
Low fuel warning light
Headlamp flashers
Carpets
Front and rear ashtrays
External door mounted mirror
56cu ft load space (rear seat down)
Overriders with rubber inserts (front only)
Front seat belts
Bonnet opening from inside
Waist strip
Two sun visors (one with vanity mirror)
Front and rear door arm rests*



SIMCA 1501 Special Estate

This is the top-of-the-range Estate, similar in some ways to the 1301 and different in others.

It's different with smart quartz halogen auxiliary driving lights set into the racy radiator grille.

It's different with a more powerful 1475 cc engine, stylish ventilated wheels and strident air horns to put it where it belongs — with the big fast machines.



The comfort is sumptuous, as you'd expect. Deep lavishly upholstered seats are designed to give your back and legs proper anatomical support. The front seats are fully reclining. The back seats fold flat and have a retractable centre arm rest.

We call the 1501 Estate "Special" because, as the list of features shows, it has all the extras some people prefer, to make their journeys even more convenient and pleasurable.

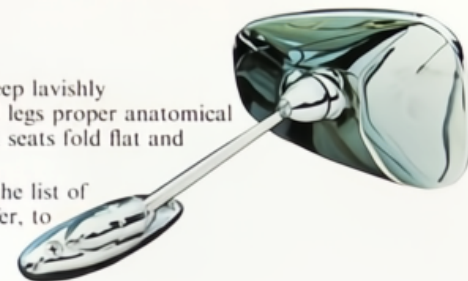
To name a few: two-speed windscreen wipers and electric washers, electric clock, floor console, cigar lighter.

The rear of the 1501 Special Estate gives you the same amount of room as in the 1301 Estate. But it's covered with tough, scratch-resistant formica. And who but Simca would think of putting folding legs on the spare wheel cover, turning it into a large picnic table. Who else would make the drop-down tailgate with its winding window strong enough to take the weight of two adults!

Beauty, power, ruggedness, space, performance, roadholding, reliability, luxury . . . the Simca 1501 Special Estate has it all.

Simca 1501 Special Estate (four doors)
 1475cc engine
 Twin choke carburettor
 Electromagnetic cooling fan
 Four speed all synchromesh gearbox (Porsche licence)
 Front disc brakes
 Brake servo
 Radial tyres
 Two speed wipers
 Electric washers
 Heater/demister
 Reclining front seats
 Folding rear seat
 Rear centre arm rest
 Formica trim at rear
 Picnic table

Tail gate with winding window
 Built in roof rack mounting points
 Two illuminated glove boxes
 (one lockable)
 Courtesy light on all doors
 Three grab handles with
 two coat hooks
 Steering lock
 Water temperature gauge
 Electric clock
 Rev counter
 Low fuel warning light
 Headlamp flashers
 Cigar lighter
 Trip distance recorder
 Carpets
 Simulated wooden steering
 wheel
 Floor console
 Three ashtrays
 Rear interior light
 Dipping anti-dazzle mirror
 External door mounted mirror
 Quartz halogen auxiliary
 driving lights
 Air horns
 Ventilated wheels
 56cu ft load space
 (rear seat folded)
 Overriders with rubber inserts
 (front only)
 Front seat belts
 Bonnet opening from inside
 Waist strip
 Two sun visors
 (one with vanity mirror)
 Front and rear door arm rests



Technical Data

Engine

IN LINE 4 cyl.
Crankshaft. Forged heat treated steel with 5 main bearings.

	Simca 1301
Capacity	1290 cc
Bore/Stroke	74 x 75 mm
Compression Ratio	9.3:1
BHP (D.I.N.)	66 at 5400 rpm
Max. torque	68 lb ft at 2600 rpm
	Simca 1501
Capacity	1475 cc
Bore/Stroke	75.21 x 83 mm
Compression Ratio	9.3:1
BHP (D.I.N.)	74 at 5200 rpm
Max. torque	89 lb ft at 4000 rpm

Carburettor

Progressive twin choke downdraught.

Cooling

By water, plus thermostatically controlled electro-magnetic cooling fan.

Electrical

Heavy duty battery.
D.C. Dynamo.

Transmission

Rear wheel drive.
4-speed all synchromesh gear box (Porsche Licence)
Floor mounted gear lever.
Single dry plate diaphragm clutch, hydraulically controlled.

Steering

Gemmer cam and double roller steering box.

Suspension

Front. Independent with unequal length parallel wishbones, coil springs and anti-roll bar. Coil springs are mounted above top wishbone and enclose double-acting telescopic shock absorbers.
Rear. Rigid axle with coil springs located by upper and lower radius arms and Panhard rod. Coil springs enclose double acting telescopic shock absorbers.

Brakes

Hydraulic fitted with automatic rear balance valve.
Front Discs diameter 10".
Rear Drums diameter 10".
Brake Servo.

Wheels

4½J x 13 steel.

Tyres

Radial.
1301/1501 SALOONS 165 x 13.
1301/1501 ESTATES 175 x 13.

Capacities

Fuel Tank	12 Imp. gallons
Sump	7 Imp. pints
Gearbox	2.6 Imp. pints
Rear axle	1.9 Imp. pints
Coolant	11 Imp. pints
Boot Saloons	15 cu. ft.
Estates (Rear seat folded)	56 cu. ft.

Weights

	1301 Saloon	1301 Estate
Unladen kerb weight	2227 lb	2381 lb
Max. laden weight	3152 lb	3483 lb
Max. laden weight with trailer	4916 lb	4916 lb
Max. trailer weight (Vehicle fully laden)	1764 lb (15½ cwt)	1433 lb (13 cwt)

	1501 Saloon	1501 Special Estate
Unladen kerb weight	2249 lb	2403 lb
Max. laden weight	3175 lb	3483 lb
Max. laden weight with trailer	5159 lb	5247 lb
Max. trailer weight (Vehicle fully laden)	1984 lb (17½ cwt)	1764 lb (15½ cwt)

Dimensions

Overall length	14' 7½"
Overall width	5' 2"
Wheelbase	8' 4"
Overall height	
Unladen	4' 7"
Laden	4' 3"
Ground clearance	5½"
Track	
Front	4' 4"
Rear	4' 3"
Estate models as above except:	
Overall length	14' 1½"

Important

Descriptions and illustrations in this catalogue are of an indicative nature only and shall not be held binding. Chrysler Imports Ltd reserves the right, while preserving the essential characteristics of the models described and illustrated, to introduce at any time and without prior announcement modifications, changes of details, equipment or accessories as considered necessary to improve the models described, or for any other reason of a commercial or constructional nature.

The Sign of Quality

SIMCA (now known as Chrysler France), together with Chrysler UK, is the European operation of the giant Chrysler Corporation of America, the fifth largest manufacturing company in the world.

Chrysler France engineers have been designing and building motor cars for the last 35 years. 35 years that have seen some of the most spectacular advances in design and production that the world has ever known. Of course, the motor car was invented before Simca came into being, but that was the period of small, inventive individualists who created vehicles one at a time to the specifications of the few who had the necessary money to buy and maintain such mighty beasts.

Some of these specialist manufacturers have become giant industrial forces, but the majority have disappeared, forced out of business by the advance of the modern technological society. Simca was born then, at the dawn of industrial maturity. Since 1934, when Simca came into being, there has not been one major European manufacturer that has been able to take on all the complex problems of launching into the motor car production field and survive.

All we had to start with was a block of old buildings at Nanterre. Built to the needs of a bygone age, they were outmoded and inefficient. Nevertheless we started. Being completely dependent on a multitude of small suppliers, we were forced to share in their problems, but factory by factory we gradually took over control of these small firms, moulding them into an overall efficient operation.

All this naturally resulted in improved efficiency and higher quality, and consequently a bigger share for us of the world market. But all this expansion posed

many problems for us. Nanterre was too small and antiquated to keep pace with modern demands. So we moved to a modern plant at Poissy, just outside Paris. A new factory at La Rochelle was created to keep pace with the growing market. Our control over the foundries at Sept Fons and Bondy and the forges at Sully-sur-Loire and Vieux Conde helped to build up the necessary industrial potential.

Each member of the group had their own highly important part to play supervised at every stage by a unified management team. The benefits were enormous. Due to our policy of constant updating, Simca has become renowned for its superiority in technical knowhow. Basic

Today it takes just 37.

Ten years ago our press tool production tolerances were 1 to 2 mm. Thus, parts that were accurate to within 2 mm of the original specification were passed as OK. Today the tolerances are down to 1/10 of one mm — and this is on presses weighing from 10 to 2000 tons. No wonder the finish of our coachwork attracts so much admiration.

Advanced manufacturing techniques, high precision tooling, automatic machine controls, metal X-ray processes, metallurgical chemistry laboratories, metal stethoscopes and endurance testing for finished products — all these things have helped to make Simca an acknowledged leader in its



cally this was achieved by always keeping two principles in mind: higher quality and lower cost, and to achieve these we have had to introduce equipment that, whilst being much faster, also has the ability to produce a better job.

Let us take two examples: Twenty years ago it took 250 man hours to produce one ton of finished product.

field, and give us a sense of pride when we show them to the automobile technicians who visit our factories from all over the world. What better example of the quality of our work than the orders received from some of the largest manufacturers in the world for parts to be used in their products. Parts which are manufactured in our foundries and forges. A far

cry indeed from the days when we relied on other manufacturers for our components.

However important complex research projects, advanced design, and precise tooling are, they are of no use at all unless they can be implemented intelligently. And it is only men who can do this. Every link in the chain of production is in the hands of men. It is men who use the equipment and thus create the quality. We have learnt that making a component perfect from the beginning is far more efficient than retouching a defective part. An obvious statement perhaps, but one that is overlooked by a lot of people. To this end each member of our work force competes with the others in a perpetual competition — "Operation Zero Defect". So if you should notice a small paint mark on your engine or on a wheel bolt, it is just an anonymous message from our factory that the part has been rigorously tested and approved. And if you see a small number stamped on almost every component, it is just that component's identification mark, so that it can be followed through from initial manufacture right up to its installation in your car.

Your steering assembly alone has passed through 145 tests before it reaches you, ranging from random samples at each stage of production to a 100% check on completion. Your engine has undergone thorough testing on the bench, your gearbox has been checked over and over again, and most important of all, every safety element has been put through the most exacting tests to make sure your Simca meets our high standards.

Why do we do all this? We want you to be able to have complete confidence in your Simca, and to remain a Simca owner car after car. That's the Simca story.



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